

Abstract

To electronically price product along a store shelf, a bus containing a plurality of electrical contact strips is affixed along the visible end of the shelf. Electronic price display units are removably attachable anywhere along the length of the bus. Power and pricing information is provided to the price display units from a control unit connected to one end of the bus. Pricing information is transmitted by RF from a remote control station to the control units in the store which in turn send pricing information to the price display units attached to the bus.